

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A ~~process~~ method for video frame-specific tagging of media streams with tag translation at a receiver, comprising ~~the steps of~~:
 - receiving a media stream at said receiver;
 - storing said media stream on a storage device on said receiver;
 - detecting video frame-specific tags inserted into said media stream;
 - processing said tags;
 - performing appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and
 - displaying program material in said stored media stream from said storage device to a viewer[[:]]~~wherein said processing step performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~
2. (Previously Presented) The ~~process~~ method of claim 1, wherein tags indicate start and end points of a program segment within a media stream.
3. (Currently Amended) The ~~process~~ method of claim 2, wherein said displaying step skips over said program segment in response to [[a]] receiving viewer ~~pressing a button on a remote input device~~.
4. (Original) The ~~process~~ method of claim 2, wherein said displaying step automatically skips said program segment.
5. (Original) The ~~process~~ method of claim 1, wherein said processing step displays a menu to the viewer based on information included in a tag.

6. (Previously Presented) The ~~process~~ method of claim 1, wherein said processing step records a current program in said media stream on said storage device based on information included in a tag.

7. (Currently Amended) The ~~process~~ method of claim 1, said processing step further comprising ~~the steps of~~:

- displaying multiple icons to a viewer;
- accepting viewer input information;
- ~~allowing the viewer to~~ scrolling through said multiple icons based on the viewer input information;
- selecting a particular icon based on the viewer[[’s]] input information; and
- performing an action associated with the selected icon.

8. (Currently Amended) The ~~process~~ method of claim 1, further comprising ~~the steps of~~: wherein said processing step displays an icon to a viewer based on information included in a tag;

- accepting viewer input information;
- ~~interacting with the viewer in response to accepting viewer input information, performing one or more actions~~ based on the tag information;
- saving an exit point in the program material prior to performing the one or more actions upon interacting with the viewer; and
- ~~wherein the viewer is returned~~ returning to said exit point upon completion of ~~any interaction~~ the one or more actions.

9. (Currently Amended) The ~~process~~ method of claim 8, wherein performing the one or more actions further comprises[[ing]] ~~the steps of~~:

- presenting a plurality of menus to the viewer for generating a lead; and
- forwarding ~~the viewer’s~~ contact information of the viewer to a third party upon viewer approval.

10. (Currently Amended) The ~~process~~ method of claim 8, wherein performing the one or more actions further comprises~~[[ing]] the steps of:~~

presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and

forwarding ~~the viewer's~~ purchase information of the viewer to ~~[[the]]~~ a proper merchant.

11. (Currently Amended) The ~~process~~ method of claim 8, wherein performing the one or more actions further comprises~~[[ing]] the step of:~~

presenting a set of program recording options to the viewer; and

scheduling program material ~~the viewer's~~ based on recording preferences options selected.

12. (Currently Amended) The ~~process~~ method of claim 8, wherein performing the one or more actions further comprises~~[[ing]] the step of:~~

presenting ~~[[the]]~~ content of a Web site's Web page to the viewer ~~in response to~~ based on the viewer~~[[s]]~~ input information; and

~~wherein the viewer is allowed to~~ interacting with said Web site based on the viewer input information.

13. (Original) The ~~process~~ method of claim 1, wherein said tags allow a system administrator to remotely configure said receiver.

14. (Currently Amended) The ~~process~~ method of claim 1, further comprising ~~the steps of:~~

marking indexes in said media stream based on tag information; and

jumping to an index selected by ~~[[a]]~~ the viewer.

15-27 (Cancelled)

28. (Currently Amended) An apparatus for video frame specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising:

a storage device on said receiver;

a module ~~for receiving~~ that receives said media stream at said receiver;
a module ~~for storing~~ that stores said media stream on said storage device;
a module ~~for detecting~~ that detects video frame-specific tags inserted into said media stream;
a module ~~for processing~~ that processes said tags;
a module that performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and
a module ~~for displaying~~ that displays program material in said stored media stream from said storage device to a viewer[[:]]
~~wherein said processing module performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~

29. (Currently Amended) The apparatus of claim 28, wherein tags indicate [[the]] start and end points of a program segment within a media stream.

30. (Currently Amended) The apparatus of claim 29, wherein said ~~displaying~~ module that displays program material skips over said program segment in response to [[a]] receiving viewer ~~pressing a button on a remote input device.~~

31. (Currently Amended) The apparatus of claim 29, wherein said ~~displaying~~ module that displays program material automatically skips said program segment.

32. (Currently Amended) The apparatus of claim 28, wherein said ~~processing~~ module that processes said tags displays a menu to a viewer based on information included in a tag.

33. (Currently Amended) The apparatus of claim 28, wherein said ~~processing~~ module that processes said tags records a current program in said media stream on said storage device based on information included in a tag.

34. (Currently Amended) The apparatus of claim 28, said ~~processing~~ module that processes said tags further comprising:

- a module ~~for displaying~~ that displays multiple icons to a viewer;
- a module ~~for accepting~~ that accepts viewer input information;
- a module ~~for allowing the viewer to scroll~~ that scrolls through said multiple icons based on the viewer input information;
- a module ~~for selecting~~ that selects a particular icon based on the viewer[[’s]] input information; and
- a module ~~for performing~~ that performs an action associated with the selected icon.

35. (Currently Amended) The apparatus of claim 28, further comprising:

wherein said ~~processing~~ module that processes said tags displays an icon to a viewer based on information included in a tag;

- a module ~~for accepting~~ that accepts viewer input information;
- a module ~~for interacting with the viewer~~ that performs one or more actions based on the tag information in response to accepting the viewer input information;

wherein said ~~displaying~~ module that displays program material saves an exit point in the program material prior to performance of the one or more actions ~~upon interacting with the viewer~~; and

wherein said module that displays program material ~~the viewer is~~ returns[[ed]] to said exit point upon completion of ~~any interaction~~ the one or more actions.

36. (Currently Amended) The apparatus of claim 35, further comprising:

- a module ~~for presenting~~ that presents a plurality of menus to the viewer for generating a lead; and
- a module ~~for forwarding~~ that forwards the viewer’s contact information of the viewer to a third party upon viewer approval.

37. (Currently Amended) The apparatus of claim 35, further comprising:

- a module ~~for presenting~~ that presents a plurality of menus to the viewer for generating a sale of an advertised product or service; and

a module ~~for forwarding~~ that forwards ~~the viewer's~~ purchase information of the viewer to ~~[[the]]~~ a proper merchant.

38. (Currently Amended) The apparatus of claim 35, further comprising:

a module ~~for presenting~~ that presents a set of program recording options to the viewer;
and

a module ~~for scheduling~~ that schedules program material ~~the viewer's~~ based on recording ~~preferences~~ options selected.

39. (Currently Amended) The apparatus of claim 35, further comprising:

a module ~~for presenting~~ that presents ~~[[the]]~~ content of a Web site's Web page to the viewer ~~in response to~~ based on the viewer~~['s']~~ input information; and

~~wherein the viewer is allowed to~~ a module that interacts ~~interact~~ with said Web site based on the viewer input information.

40. (Original) The apparatus of claim 28, wherein said tags allow a system administrator to remotely configure said receiver.

41. (Currently Amended) The apparatus of claim 28, further comprising:

a module ~~for marking~~ that marks indexes in said media stream based on tag information;
and

a module ~~for jumping~~ that jumps to an index selected by a viewer.

42-54 (Cancelled)

55. (Currently Amended) A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform method steps for video frame-specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising ~~the steps of~~:

receiving said media stream at said receiver;

storing said media stream on a storage device on said receiver;

detecting video frame-specific tags inserted into said media stream;
processing said tags;
performing appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions; and
displaying program material in said stored media stream from said storage device to a viewer[[:]]
~~wherein said processing step performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.~~

56. (Currently Amended) The ~~method~~ program storage medium of claim 55, wherein tags indicate [[the]] start and end points of a program segment within a media stream.

57. (Currently Amended) The ~~method~~ program storage medium of claim 56, wherein said displaying step skips over said program segment in response to [[a]] receiving viewer ~~pressing a button on a remote~~ input device.

58. (Currently Amended) The ~~method~~ program storage medium of claim 56, wherein said displaying step automatically skips said program segment.

59. (Currently Amended) The ~~method~~ program storage medium of claim 55, wherein said processing step displays a menu to a viewer based on information included in a tag.

60. (Currently Amended) The ~~method~~ program storage medium of claim 55, wherein said processing step records a current program in said media stream on said storage device based on information included in a tag.

61. (Currently Amended) The ~~method~~ program storage medium of claim 55, said processing step further comprising ~~the steps of~~:
displaying multiple icons to a viewer;
accepting viewer input information;

~~allowing the viewer to scrolling~~ through said multiple icons based on the viewer input information;

selecting a particular icon based on the viewer[[’s]] input information; and
performing an action associated with the selected icon.

62. (Currently Amended) The ~~method~~ program storage medium of claim 55, further comprising ~~the steps of~~:

wherein said processing step displays an icon to a viewer based on information included in a tag;

accepting viewer input information;

~~interacting with the viewer in response to accepting the viewer input information~~,
performing one or more actions based on the tag information;

saving an exit point in the program material prior to performing the one or more actions
~~upon interacting with the viewer~~; and

~~wherein the viewer is returning~~[[ed]] to said exit point upon completion of ~~any interaction~~
the one or more actions.

63. (Currently Amended) The ~~method~~ program storage medium of claim 62, wherein performing the one or more actions further comprises[[ing]] ~~the steps of~~:

presenting a plurality of menus to the viewer for generating a lead; and

forwarding ~~the viewer’s~~ contact information of the viewer to a third party upon viewer approval.

64. (Currently Amended) The ~~method~~ program storage medium of claim 62, wherein performing the one or more actions further comprises[[ing]] ~~the steps of~~:

presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and

forwarding ~~the viewer’s~~ purchase information of the viewer to [[the]] a proper merchant.

65. (Currently Amended) The ~~method~~ program storage medium of claim 62, wherein performing the one or more actions further comprises[[ing]] ~~the step of~~:

presenting a set of program recording options to the viewer; and
scheduling program material the viewer's based on recording preferences options
selected.

66. (Currently Amended) The ~~method~~ program storage medium of claim 62, wherein
performing the one or more actions further comprises[[ing]] ~~the step of:~~

presenting [[the]] content of a Web site's Web page to the viewer ~~in response to~~ based on
the viewer[['s]] input information; and

~~wherein the viewer is allowed to~~ interacting with said Web site based on the viewer input
information.

67. (Currently Amended) The ~~method~~ program storage medium of claim 55, wherein said
tags allow a system administrator to remotely configure said receiver.

68. (Currently Amended) The ~~method~~ program storage medium of claim 55, further
comprising ~~the steps of:~~

marking indexes in said media stream based on tag information; and
jumping to an index selected by a viewer.

69-81. (Cancelled)